22. Estimating the Value of Brand-Image Associations: The Role of General and Specific Brand Image
Vol. 48, No. 3, June 2011, 518–31
Garrett Sonnier and Andrew Ainslie

23. Focus! Creative Success Is Enjoyed Through Restricted Choice
Vol. 48, No. 6, December 2011, 996–1007
Anne-Laure Sellier and Darren W. Dahl

24. How Asking "Who Am I?" Affects What Consumers Buy: The Influence of Self-Discovery on Consumption
Vol. 48, No. 2, April 2011, 296–307
Eugenia C. Wu, Keisha M. Cutright, and Gavan J. Fitzsimons

25. Mapping Online Consumer Search
Vol. 48, No. 1, February 2011, 13–27
Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg

26. The Sources and Consequences of the Fluent Processing of Numbers
Vol. 48, No. 2, April 2011, 327–41
Dan King and Chris Janiszewski

27. Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation Versus Discount Promotions
Vol. 48, No. 5, October 2011, 855–68
Karen Page Winterich and Michael J. Barone

BRAND MANAGEMENT

28. Estimating the Value of Brand-Image Associations: The Role of General and Specific Brand Image
Vol. 48, No. 3, June 2011, 518–31
Garrett Sonnier and Andrew Ainslie

BUSINESS-TO-BUSINESS MARKETING

29. The Incentive and Selection Roles of Sales Force Compensation Contracts
Vol. 48, No. 4, August 2011, 781–98
Desmond (Ho-Fu) Lo, Mrinal Ghosh, and Francine Lafontaine

30. The Role of Reciprocity in Clarifying the Performance Payoff of Relational Behavior
Vol. 48, No. 5, October 2011, 920–28
Jessica J. Hoppner and David A. Griffith

CHANNELS OF DISTRIBUTION

31. The Incentive and Selection Roles of Sales Force Compensation Contracts
Vol. 48, No. 4, August 2011, 781–98
Desmond (Ho-Fu) Lo, Mrinal Ghosh, and Francine Lafontaine

32. Location, Location, Location: An Analysis of Profitability of Position in Online Advertising Markets
Vol. 48, No. 6, December 2011, 1057–73
Ashish Agarwal, Kartik Hosanagar, and Michael D. Smith

33. Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry
Vol. 48, No. 6, December 2011, 985–95
Anirban Mukherjee and Vrinda Kadiyali

34. Preference Minorities and the Internet
Vol. 48, No. 4, August 2011, 670–82
Jeonghye Choi and David R. Bell

35. The Role of Reciprocity in Clarifying the Performance Payoff of Relational Behavior
Vol. 48, No. 5, October 2011, 920–28
Jessica J. Hoppner and David A. Griffith

36. Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework
Vol. 48, No. 3, June 2011, 603–616
Stephen K. Kim, Richard G. McFarland, Soongi Kwon, Sanggi Son, and David A. Griffith

CONSUMER BEHAVIOR

37. Advertising Bans and the Substitutability of Online and Offline Advertising
Vol. 48, No. 2, April 2011, 207–227
Avi Goldfarb and Catherine Tucker

38. Aesthetic Incongruity Resolution
Vol. 48, No. 2, April 2011, 393–402
Vanessa M. Patrick and Henrik Hagtvedt

39. Answering the Unasked Question: Response Substitution in Consumer Surveys
Vol. 48, No. 1, February 2011, 185–95
David Gal and Derek D. Rucker

40. Are Consumers Too Trusting? The Effects of Relationships with Expert Advisers
Vol. 48, Special Issue, S163–74
Janet Schwartz, Mary Frances Luce, and Dan Ariely

41. Axe the Tax: Taxes Are Disliked More than Equivalent Costs
Vol. 48, Special Issue, S91–S101
Abigail B. Sussman and Christopher Y. Olivola

42. Choice as an End Versus a Means
Vol. 48, No. 3, June 2011, 544–54
Jinhee Choi and Ayelet Fishbach

43. Complicating Choice
Vol. 48, No. 2, April 2011, 308–326
Rom Y. Schrift, Oded Netzer, and Ran Kivetz

44. Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics After a Product-Harm Crisis
Vol. 48, No. 2, April 2011, 255–67
Yi Zhao, Ying Zhao, and Kristiaan Helsen

45. Discrepant Fluency in Self-Customization
Vol. 48, No. 4, August 2011, 729–40
Keith Wilcox and Sangyoung Song

46. Earmarking and Partitioning: Increasing Saving by Low-Income Households
Vol. 48, Special Issue, S14–S22
Dilip Soman and Amar Cheema

47. Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations
Vol. 48, No. 3, June 2011, 486–96
Min Zhao and Jinhong Xie

48. Embodied Myopia
Vol. 48, No. 6, December 2011, 1033–44
Bram Van den Bergh, Julien Schmitt, and Luk Warlop

49. Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage
Vol. 48, No. 2, April 2011, 228–37
Scott I. Rick, Deborah A. Small, and Eli J. Finkel

50. Fear, Social Projection, and Financial Decision Making
Vol. 48, Special Issue, S121–29
Chan Jean Lee and Eduardo B. Andrade

51. The Fewer the Better: Number of Goals and Savings Behavior
Vol. 48, No. 6, December 2011, 944–57
Dilip Soman and Min Zhao

52. Focus! Creative Success Is Enjoyed Through Restricted Choice
Vol. 48, No. 6, December 2011, 996–1007
Anne-Laure Sellier and Darren W. Dahl

53. Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level
Vol. 48, No. 6, December 2011, 958–69
Gülden Ülkümen and Amar Cheema

54. From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications
Vol. 48, No. 6, December 2011, 1020–32
David Dubois, Derek D. Rucker, and Zakary L. Tormala

55. Gender Identity Salience and Perceived Vulnerability to Breast Cancer
Vol. 48, No. 3, June 2011, 413–24
Stefano Puntoni, Steven Sweldens, and Nader T. Tavassoli

56. How Asking "Who Am I?" Affects What Consumers Buy: The Influence of Self-Discovery on Consumption
Vol. 48, No. 2, April 2011, 296–307
Eugenia C. Wu, Keisha M. Cutright, and Gavan J. Fitzsimons

57. The Impact of Candidate Appearance and Advertising Strategies on Election Results
Vol. 48, No. 5, October 2011, 895–909
JoAndrea Hoegg and Michael V. Lewis

58. Increasing Saving Behavior Through Age-Progressed Renderings of the Future Self
Vol. 48, Special Issue, S23–S37
Hal E. Hershfield, Daniel G. Goldstein, William F. Sharpe, Jesse Fox, Leo Yeykelis, Laura L. Carstensen, and Jeremy N. Bailenson

59. The Influence of Friends on Consumer Spending: The Role of Agency–Communion Orientation and Self-Monitoring
Vol. 48, No. 4, August 2011, 741–54
Didem Kurt, J. Jeffrey Inman, and Jennifer J. Argo

60. The Influence of Price Discount Versus Bonus Pack on the Preference for Virtue and Vice Foods
Vol. 48, No. 1, February 2011, 196–206
Arul Mishra and Himanshu Mishra

61. It's Not What You Get but When You Get It: The Effect of Gift Sequence on Deposit Balances and Customer Sentiment in a Commercial Bank
Vol. 48, No. 1, February 2011, 103–115
Emily Haisley and George Loewenstein

62. It's the Mind-Set That Matters: The Role of Construal Level and Message Framing in Influencing Consumer Efficacy and Conservation Behaviors
Vol. 48, No. 3, June 2011, 472–85
Katherine White, Rhiannon MacDonnell, and Darren W. Dahl

63. Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending
Vol. 48, Special Issue, S78–S90
Keith Wilcox, Lauren G. Block, and Eric M. Eisenstein

64. Lessons from an "Oops" at *Consumer Reports*: Consumers Follow Experts and Ignore Invalid Information
Vol. 48, No. 1, February 2011, 1–12
Uri Simonsohn

65. Location, Location, Location: An Analysis of Profitability of Position in Online Advertising Markets
Vol. 48, No. 6, December 2011, 1057–73
Ashish Agarwal, Kartik Hosanagar, and Michael D. Smith

66. Looks Interesting, but What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning
Vol. 48, No. 6, December 2011, 1008–1019
Theodore J. Noseworthy and Remi Trudel

67. Marketing Complex Financial Products in Emerging Markets: Evidence from Rainfall Insurance in India
Vol. 48, Special Issue, S150–62
Sarthak Gaurav, Shawn Cole, and Jeremy Tobacman

68. Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome Simulation
Vol. 48, No. 5, October 2011, 827–39
Min Zhao, Steve Hoeffler, and Gal Zauberman

69. Microfinance Decision Making: A Field Study of Prosocial Lending
Vol. 48, Special Issue, S130–37
Jeff Galak, Deborah Small, and Andrew T. Stephen

70. Minimum Required Payment and Supplemental Information Disclosure Effects on Consumer Debt Repayment Decisions
Vol. 48, Special Issue, S60–S77
Daniel Navarro-Martinez, Linda Court Salisbury, Katherine N. Lemon, Neil Stewart, William J. Matthews, and Adam J.L. Harris

71. Misunderstanding Savings Growth: Implications for Retirement Savings Behavior
Vol. 48, Special Issue, S1–S13
Craig R.M. McKenzie and Michael J. Liersch

72. More or Less: A Model and Empirical Evidence on Preferences for Under- and Overpayment in Trade-In Transactions
Vol. 48, No. 1, February 2011, 157–71
Jungkeun Kim, Raghunath Singh Rao, Kyeongheui Kim, and Akshay R. Rao

73. Motivational Consequences of Perceived Velocity in Consumer Goal Pursuit
Vol. 48, No. 6, December 2011, 1045–56
Szu-Chi Huang and Ying Zhang

74. Multiple Routes to Self- Versus Other-Expression in Consumer Choice
Vol. 48, No. 4, August 2011, 755–66
Michal Maimaran and Itamar Simonson

75. Once Burned, Twice Shy: How Naive Learning, Counterfactuals, and Regret Affect the Repurchase of Stocks Previously Sold
Vol. 48, Special Issue, S102–S120
Michal Ann Strahilevitz, Terrance Odean, and Brad M. Barber

76. Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning
Vol. 48, No. 2, April 2011, 238–54
Yubo Chen, Qi Wang, and Jinhong Xie

77. Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait
Vol. 48, No. 3, June 2011, 532–43
Jin Seok Pyone and Alice M. Isen

78. Price Presentation Effects in Purchases Involving Trade-Ins
Vol. 48, No. 5, October 2011, 910–19
Joydeep Srivastava and Dipankar Chakravarti

79. The Psychology of Decisions to Abandon Waits for Service
Vol. 48, No. 6, December 2011, 970–84
Narayan Janakiraman, Robert J. Meyer, and Stephen J. Hoch

80. Recurring Goals and Learning: The Impact of Successful Reward Attainment on Purchase Behavior
Vol. 48, No. 2, April 2011, 268–81
Xavier Drèze and Joseph C. Nunes

81. Rejectable Choice Sets: How Seemingly Irrelevant No-Choice Options Affect Consumer Decision Processes
Vol. 48, No. 5, October 2011, 840–54
Jeffrey R. Parker and Rom Y. Schrift

82. Relaxation Increases Monetary Valuations
Vol. 48, No. 5, October 2011, 814–26
Michel Tuan Pham, Iris W. Hung, and Gerald J. Gorn

83. Scope Insensitivity and the "Mere Token" Effect
Vol. 48, No. 2, April 2011, 282–95
Oleg Urminsky and Ran Kivetz

84. Securities Trading of Concepts (STOC)
Vol. 48, No. 3, June 2011, 497–517
Ely Dahan, Adlar J. Kim, Andrew W. Lo, Tomaso Poggio, and Nicholas Chan

85. Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion
Vol. 48, No. 3, June 2011, 617–31
Rebecca Walker Naylor, Cait Poynor Lamberton, and David A. Norton

86. Self-Regulatory Strength and Consumers' Relinquishment of Decision Control: When Less Effortful Decisions Are More Resource Depleting
Vol. 48, No. 2, April 2011, 403–412
Murat Usta and Gerald Häubl

87. Shaping Consumer Imaginations: The Role of Self-Focused Attention in Product Evaluations
Vol. 48, No. 2, April 2011, 381–92
Iris W. Hung and Robert S. Wyer Jr.

88. The Social Utility of Feature Creep
Vol. 48, No. 3, June 2011, 555–65
Debora V. Thompson and Michael I. Norton

89. The Sources and Consequences of the Fluent Processing of Numbers
Vol. 48, No. 2, April 2011, 327–41
Dan King and Chris Janiszewski

90. Tariff Choice with Consumer Learning and Switching Costs
Vol. 48, No. 4, August 2011, 633–52
Ronald L. Goettler and Karen Clay

91. Tell Me a Good Story and I May Lend You Money: The Role of Narratives in Peer-to-Peer Lending Decisions
Vol. 48, Special Issue, S138–49
Michal Herzenstein, Scott Sonenshein, and Utpal M. Dholakia

92. Using Loan Plus Lender Literacy Information to Combat One-Sided Marketing of Debt Consolidation Loans
Vol. 48, Special Issue, S51–S59
Lisa E. Bolton, Paul N. Bloom, and Joel B. Cohen

93. Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation Versus Discount Promotions
Vol. 48, No. 5, October 2011, 855–68
Karen Page Winterich and Michael J. Barone

94. What Drives Immediate and Ongoing Word of Mouth?
Vol. 48, No. 5, October 2011, 869–80
Jonah Berger and Eric M. Schwartz

95. When Trade-Offs Matter: The Effect of Choice Construal on Context Effects
Vol. 48, No. 1, February 2011, 62–71
Uzma Khan, Meng Zhu, and Ajay Kalra

96. Why Didn't I Think of That? Self-Regulation Through Selective Information Processing
Vol. 48, No. 4, August 2011, 701–712
Remi Trudel and Kyle B. Murray

97. Winning the Battle but Losing the War: The Psychology of Debt Management
Vol. 48, Special Issue, S38–S50
Moty Amar, Dan Ariely, Shahar Ayal, Cynthia E. Cryder, and Scott I. Rick

CUSTOMER RELATIONSHIP MANAGEMENT

98. Cross-Selling the Right Product to the Right Customer at the Right Time
Vol. 48, No. 4, August 2011, 683–700
Shibo Li, Baohong Sun, and Alan L. Montgomery

99. It's Not What You Get but When You Get It: The Effect of Gift Sequence on Deposit Balances and Customer Sentiment in a Commercial Bank
Vol. 48, No. 1, February 2011, 103–115
Emily Haisley and George Loewenstein

100. Learning and Acting on Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers
Vol. 48, No. 1, February 2011, 72–86
Baohong Sun and Shibo Li

101. Recurring Goals and Learning: The Impact of Successful Reward Attainment on Purchase Behavior
Vol. 48, No. 2, April 2011, 268–81
Xavier Drèze and Joseph C. Nunes

102. Stockouts in Online Retailing
Vol. 48, No. 2, April 2011, 342–54
Xiaoqing Jing and Michael Lewis

CUSTOMER SERVICE

103. Cross-Selling the Right Product to the Right Customer at the Right Time
Vol. 48, No. 4, August 2011, 683–700
Shibo Li, Baohong Sun, and Alan L. Montgomery

104. Learning and Acting on Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers
Vol. 48, No. 1, February 2011, 72–86
Baohong Sun and Shibo Li

105. The Psychology of Decisions to Abandon Waits for Service
Vol. 48, No. 6, December 2011, 970–84
Narayan Janakiraman, Robert J. Meyer, and Stephen J. Hoch

DECISION RESEARCH

106. Are Consumers Too Trusting? The Effects of Relationships with Expert Advisers
Vol. 48, Special Issue, S163–74
Janet Schwartz, Mary Frances Luce, and Dan Ariely

107. Axe the Tax: Taxes Are Disliked More than Equivalent Costs
Vol. 48, Special Issue, S91–S101
Abigail B. Sussman and Christopher Y. Olivola

108. Choice as an End Versus a Means
Vol. 48, No. 3, June 2011, 544–54
Jinhee Choi and Ayelet Fishbach

109. Complicating Choice
Vol. 48, No. 2, April 2011, 308–326
Rom Y. Schrift, Oded Netzer, and Ran Kivetz

110. Discrepant Fluency in Self-Customization
Vol. 48, No. 4, August 2011, 729–40
Keith Wilcox and Sangyoung Song

111. Earmarking and Partitioning: Increasing Saving by Low-Income Households
Vol. 48, Special Issue, S14–S22
Dilip Soman and Amar Cheema

112. Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations
Vol. 48, No. 3, June 2011, 486–96
Min Zhao and Jinhong Xie

113. Embodied Myopia
Vol. 48, No. 6, Dece[illegible]2011, 1033–44
Bram Van den Bergh, Julien Schmitt, and Luk Warlop

114. Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage
Vol. 48, No. 2, April 2011, 228–37
Scott I. Rick, Deborah A. Small, and Eli J. Finkel

115. Fear, Social Projection, and Financial Decision Making
Vol. 48, Special Issue, S121–29
Chan Jean Lee and Eduardo B. Andrade

116. The Fewer the Better: Number of Goals and Savings Behavior
Vol. 48, No. 6, December 2011, 944–57
Dilip Soman and Min Zhao

117. Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level
Vol. 48, No. 6, December 2011, 958–69
Gülden Ülkümen and Amar Cheema

118. Incorporating Context Effects into a Choice Model
Vol. 48, No. 4, August 2011, 767–80
Robert P. Rooderkerk, Harald J. van Heerde, and Tammo H.A. Bijmolt

119. Increasing Saving Behavior Through Age-Progressed Renderings of the Future Self
Vol. 48, Special Issue, S23–S37
Hal E. Hershfield, Daniel G. Goldstein, William F. Sharpe, Jesse Fox, Leo Yeykelis, Laura L. Carstensen, and Jeremy N. Bailenson

120. The Influence of Friends on Consumer Spending: The Role of Agency–Communion Orientation and Self-Monitoring
Vol. 48, No. 4, August 2011, 741–54
Didem Kurt, J. Jeffrey Inman, and Jennifer J. Argo

121. It's Not What You Get but When You Get It: The Effect of Gift Sequence on Deposit Balances and Customer Sentiment in a Commercial Bank
Vol. 48, No. 1, February 2011, 103–115
Emily Haisley and George Loewenstein

122. Marketing Complex Financial Products in Emerging Markets: Evidence from Rainfall Insurance in India
Vol. 48, Special Issue, S150–62
Sarthak Gaurav, Shawn Cole, and Jeremy Tobacman

123. Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome Simulation
Vol. 48, No. 5, October 2011, 827–39
Min Zhao, Steve Hoeffler, and Gal Zauberman

124. Microfinance Decision Making: A Field Study of Prosocial Lending
Vol. 48, Special Issue, S130–37
Jeff Galak, Deborah Small, and Andrew T. Stephen

125. Misunderstanding Savings Growth: Implications for Retirement Savings Behavior
Vol. 48, Special Issue, S1–S13
Craig R.M. McKenzie and Michael J. Liersch

126. More or Less: A Model and Empirical Evidence on Preferences for Under- and Overpayment in Trade-In Transactions
Vol. 48, No. 1, February 2011, 157–71
Jungkeun Kim, Raghunath Singh Rao, Kyeongheui Kim, and Akshay R. Rao

127. Multiple Routes to Self- Versus Other-Expression in Consumer Choice
Vol. 48, No. 4, August 2011, 755–66
Michal Maimaran and Itamar Simonson

128. Once Burned, Twice Shy: How Naive Learning, Counterfactuals, and Regret Affect the Repurchase of Stocks Previously Sold
Vol. 48, Special Issue, S102–S120
Michal Ann Strahilevitz, Terrance Odean, and Brad M. Barber

129. Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait
Vol. 48, No. 3, June 2011, 532–43
Jin Seok Pyone and Alice M. Isen

130. Rejectable Choice Sets: How Seemingly Irrelevant No-Choice Options Affect Consumer Decision Processes
Vol. 48, No. 5, October 2011, 840–54
Jeffrey R. Parker and Rom Y. Schrift

131. Relaxation Increases Monetary Valuations
Vol. 48, No. 5, October 2011, 814–26
Michel Tuan Pham, Iris W. Hung, and Gerald J. Gorn

132. Scope Insensitivity and the "Mere Token" Effect
Vol. 48, No. 2, April 2011, 282–95
Oleg Urminsky and Ran Kivetz

133. Self-Regulatory Strength and Consumers' Relinquishment of Decision Control: When Less Effortful Decisions Are More Resource Depleting
Vol. 48, No. 2, April 2011, 403–412
Murat Usta and Gerald Häubl

134. Tell Me a Good Story and I May Lend You Money: The Role of Narratives in Peer-to-Peer Lending Decisions
Vol. 48, Special Issue, S138–49
Michal Herzenstein, Scott Sonenshein, and Utpal M. Dholakia

135. Unstructured Direct Elicitation of Decision Rules
Vol. 48, No. 1, February 2011, 116–27
Min Ding, John R. Hauser, Songting Dong, Daria Dzyabura, Zhilin Yang, Chenting Su, and Steven P. Gaskin

136. When Trade-Offs Matter: The Effect of Choice Construal on Context Effects
Vol. 48, No. 1, February 2011, 62–71
Uzma Khan, Meng Zhu, and Ajay Kalra

137. Why Didn't I Think of That? Self-Regulation Through Selective Information Processing
Vol. 48, No. 4, August 2011, 701–712
Remi Trudel and Kyle B. Murray

138. Winning the Battle but Losing the War: The Psychology of Debt Management
Vol. 48, Special Issue, S38–S50
Moty Amar, Dan Ariely, Shahar Ayal, Cynthia E. Cryder, and Scott I. Rick

DIFFUSION OF INNOVATIONS

139. Measuring Contagion in the Diffusion of Consumer Packaged Goods
Vol. 48, No. 1, February 2011, 28–47
Rex Yuxing Du and Wagner A. Kamakura

140. Network Effects and Personal Influences: The Diffusion of an Online Social Network
Vol. 48, No. 3, June 2011, 425–43
Zsolt Katona, Peter Pal Zubcsek, and Miklos Sarvary

141. What Drives Immediate and Ongoing Word of Mouth?
Vol. 48, No. 5, October 2011, 869–80
Jonah Berger and Eric M. Schwartz

ECONOMETRIC MODELS

142. Choice Set Heterogeneity and the Role of Advertising: An Analysis with Micro and Macro Data
Vol. 48, No. 4, August 2011, 653–69
Michaela Draganska and Daniel Klapper

143. Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics After a Product-Harm Crisis
Vol. 48, No. 2, April 2011, 255–67
Yi Zhao, Ying Zhao, and Kristiaan Helsen

144. Cross-Selling the Right Product to the Right Customer at the Right Time
Vol. 48, No. 4, August 2011, 683–700
Shibo Li, Baohong Sun, and Alan L. Montgomery

145. Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, and Application
Vol. 48, No. 6, December 2011, 929–43
Shrihari Sridhar, Murali K. Mantrala, Prasad A. Naik, and Esther Thorson

146. Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance
Vol. 48, No. 3, June 2011, 587–602
Eric (Er) Fang, Robert W. Palmatier, and Rajdeep Grewal

147. Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience
Vol. 48, No. 5, October 2011, 799–813
Tirtha Dhar and Kathy Baylis

148. From Generic to Branded: A Model of Spillover in Paid Search Advertising
Vol. 48, No. 1, February 2011, 87–102
Oliver J. Rutz and Randolph E. Bucklin

149. Incorporating Context Effects into a Choice Model
Vol. 48, No. 4, August 2011, 767–80
Robert P. Rooderkerk, Harald J. van Heerde, and Tammo H.A. Bijmolt

150. Learning and Acting on Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers
Vol. 48, No. 1, February 2011, 72–86
Baohong Sun and Shibo Li

151. Lessons from an "Oops" at *Consumer Reports*: Consumers Follow Experts and Ignore Invalid Information
Vol. 48, No. 1, February 2011, 1–12
Uri Simonsohn

152. Measuring Contagion in the Diffusion of Consumer Packaged Goods
Vol. 48, No. 1, February 2011, 28–47
Rex Yuxing Du and Wagner A. Kamakura

153. Minimum Required Payment and Supplemental Information Disclosure Effects on Consumer Debt Repayment Decisions
Vol. 48, Special Issue, S60–S77
Daniel Navarro-Martinez, Linda Court Salisbury, Katherine N. Lemon, Neil Stewart, William J. Matthews, and Adam J.L. Harris

154. Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry
Vol. 48, No. 6, December 2011, 985–95
Anirban Mukherjee and Vrinda Kadiyali

155. Modeling Multiple Relationships in Social Networks
Vol. 48, No. 4, August 2011, 713–28
Asim Ansari, Oded Koenigsberg, and Florian Stahl

156. Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach
Vol. 48, No. 1, February 2011, 128–39
Lan Luo

157. Tariff Choice with Consumer Learning and Switching Costs
Vol. 48, No. 4, August 2011, 633–52
Ronald L. Goettler and Karen Clay

ECONOMIC MODELING

158. Price Competition and Endogenous Valuation in Search Advertising
Vol. 48, No. 3, June 2011, 566–86
Lizhen Xu, Jianqing Chen, and Andrew Whinston

EDITORIAL

159. Introduction to the *Journal of Marketing Research* Special Interdisciplinary Issue on Consumer Financial Decision Making
Vol. 48, Special Issue, Siv–Sviii
John G. Lynch Jr.

FORECASTING

160. Fear, Social Projection, and Financial Decision Making
Vol. 48, Special Issue, S121–29
Chan Jean Lee and Eduardo B. Andrade

INDUSTRIAL MARKETING

161. Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance
Vol. 48, No. 3, June 2011, 587–602
Eric (Er) Fang, Robert W. Palmatier, and Rajdeep Grewal

INFORMATION PROCESSING

162. Automated Marketing Research Using Online Customer Reviews
Vol. 48, No. 5, October 2011, 881–94
Thomas Y. Lee and Eric T. Bradlow

163. Complicating Choice
Vol. 48, No. 2, April 2011, 308–326
Rom Y. Schrift, Oded Netzer, and Ran Kivetz

164. Discrepant Fluency in Self-Customization
Vol. 48, No. 4, August 2011, 729–40
Keith Wilcox and Sangyoung Song

165. Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level
Vol. 48, No. 6, December 2011, 958–69
Gülden Ülkümen and Amar Cheema

166. From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications
Vol. 48, No. 6, December 2011, 1020–32
David Dubois, Derek D. Rucker, and Zakary L. Tormala

167. The Impact of Candidate Appearance and Advertising Strategies on Election Results
Vol. 48, No. 5, October 2011, 895–909
JoAndrea Hoegg and Michael V. Lewis

168. Network Effects and Personal Influences: The Diffusion of an Online Social Network
Vol. 48, No. 3, June 2011, 425–43
Zsolt Katona, Peter Pal Zubcsek, and Miklos Sarvary

169. Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion
Vol. 48, No. 3, June 2011, 617–31
Rebecca Walker Naylor, Cait Poynor Lamberton, and David A. Norton

170. Shaping Consumer Imaginations: The Role of Self-Focused Attention in Product Evaluations
Vol. 48, No. 2, April 2011, 381–92
Iris W. Hung and Robert S. Wyer Jr.

171. The Social Utility of Feature Creep
Vol. 48, No. 3, June 2011, 555–65
Debora V. Thompson and Michael I. Norton

172. Using Loan Plus Lender Literacy Information to Combat One-Sided Marketing of Debt Consolidation Loans
Vol. 48, Special Issue, S51–S59
Lisa E. Bolton, Paul N. Bloom, and Joel B. Cohen

173. When Trade-Offs Matter: The Effect of Choice Construal on Context Effects
Vol. 48, No. 1, February 2011, 62–71
Uzma Khan, Meng Zhu, and Ajay Kalra

174. Why Didn't I Think of That? Self-Regulation Through Selective Information Processing
Vol. 48, No. 4, August 2011, 701–712
Remi Trudel and Kyle B. Murray

INTERNET MARKETING

175. Network Effects and Personal Influences: The Diffusion of an Online Social Network
Vol. 48, No. 3, June 2011, 425–43
Zsolt Katona, Peter Pal Zubcsek, and Miklos Sarvary

176. The Value of Social Dynamics in Online Product Ratings Forums
Vol. 48, No. 3, June 2011, 444–56
Wendy W. Moe and Michael Trusov

LOYALTY PROGRAMS

177. Recurring Goals and Learning: The Impact of Successful Reward Attainment on Purchase Behavior
Vol. 48, No. 2, April 2011, 268–81
Xavier Drèze and Joseph C. Nunes

MANAGERIAL JUDGMENT AND DECISION AIDS

178. Cross-Selling the Right Product to the Right Customer at the Right Time
Vol. 48, No. 4, August 2011, 683–700
Shibo Li, Baohong Sun, and Alan L. Montgomery

179. Misunderstanding Savings Growth: Implications for Retirement Savings Behavior
Vol. 48, Special Issue, S1–S13
Craig R.M. McKenzie and Michael J. Liersch

180. Self-Regulatory Strength and Consumers' Relinquishment of Decision Control: When Less Effortful Decisions Are More Resource Depleting
Vol. 48, No. 2, April 2011, 403–412
Murat Usta and Gerald Häubl

MARKET ANALYSIS AND RESPONSE

181. Advertising Bans and the Substitutability of Online and Offline Advertising
Vol. 48, No. 2, April 2011, 207–227
Avi Goldfarb and Catherine Tucker

182. Automated Marketing Research Using Online Customer Reviews
Vol. 48, No. 5, October 2011, 881–94
Thomas Y. Lee and Eric T. Bradlow

183. Choice Set Heterogeneity and the Role of Advertising: An Analysis with Micro and Macro Data
Vol. 48, No. 4, August 2011, 653–69
Michaela Draganska and Daniel Klapper

184. Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, and Application
Vol. 48, No. 6, December 2011, 929–43
Shrihari Sridhar, Murali K. Mantrala, Prasad A. Naik, and Esther Thorson

185. How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities
Vol. 48, No. 3, June 2011, 457–71
Raj Sethuraman, Gerard J. Tellis, and Richard A. Briesch

186. Lessons from an "Oops" at *Consumer Reports*: Consumers Follow Experts and Ignore Invalid Information
Vol. 48, No. 1, February 2011, 1–12
Uri Simonsohn

187. Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry
Vol. 48, No. 6, December 2011, 985–95
Anirban Mukherjee and Vrinda Kadiyali

188. Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning
Vol. 48, No. 2, April 2011, 238–54
Yubo Chen, Qi Wang, and Jinhong Xie

189. Preference Minorities and the Internet
Vol. 48, No. 4, August 2011, 670–82
Jeonghye Choi and David R. Bell

190. Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach
Vol. 48, No. 1, February 2011, 128–39
Lan Luo

191. Unstructured Direct Elicitation of Decision Rules
Vol. 48, No. 1, February 2011, 116–27
Min Ding, John R. Hauser, Songting Dong, Daria Dzyabura, Zhilin Yang, Chenting Su, and Steven P. Gaskin

MARKET RESEARCH UTILIZATION

192. Adaptive Self-Explication of Multiattribute Preferences
Vol. 48, No. 1, February 2011, 140–56
Oded Netzer and V. Srinivasan

193. How Should Consumers' Willingness to Pay Be Measured? An Empirical Comparison of State-of-the-Art Approaches
Vol. 48, No. 1, February 2011, 172–84
Klaus M. Miller, Reto Hofstetter, Harley Krohmer, and Z. John Zhang

194. Mapping Online Consumer Search
Vol. 48, No. 1, February 2011, 13–27
Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg

195. Rejectable Choice Sets: How Seemingly Irrelevant No-Choice Options Affect Consumer Decision Processes
Vol. 48, No. 5, October 2011, 840–54
Jeffrey R. Parker and Rom Y. Schrift

MEASUREMENT

196. The Anchor Contraction Effect in International Marketing Research
Vol. 48, No. 2, April 2011, 366–80
Bart de Langhe, Stefano Puntoni, Daniel Fernandes, and Stijn M.J. van Osselaer

197. How Should Consumers' Willingness to Pay Be Measured? An Empirical Comparison of State-of-the-Art Approaches
Vol. 48, No. 1, February 2011, 172–84
Klaus M. Miller, Reto Hofstetter, Harley Krohmer, and Z. John Zhang

198. The Value of Social Dynamics in Online Product Ratings Forums
Vol. 48, No. 3, June 2011, 444–56
Wendy W. Moe and Michael Trusov

MYOPIA

199. Embodied Myopia
Vol. 48, No. 6, December 2011, 1033–44
Bram Van den Bergh, Julien Schmitt, and Luk Warlop

NEW PRODUCT DEVELOPMENT AND LAUNCH

200. Automated Marketing Research Using Online Customer Reviews
Vol. 48, No. 5, October 2011, 881–94
Thomas Y. Lee and Eric T. Bradlow

201. Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance
Vol. 48, No. 3, June 2011, 587–602
Eric (Er) Fang, Robert W. Palmatier, and Rajdeep Grewal

202. Focus! Creative Success Is Enjoyed Through Restricted Choice
Vol. 48, No. 6, December 2011, 996–1007
Anne-Laure Sellier and Darren W. Dahl

203. Incorporating Context Effects into a Choice Model
Vol. 48, No. 4, August 2011, 767–80
Robert P. Rooderkerk, Harald J. van Heerde, and Tammo H.A. Bijmolt

204. Looks Interesting, but What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning
Vol. 48, No. 6, December 2011, 1008–1019
Theodore J. Noseworthy and Remi Trudel

205. Marketing Complex Financial Products in Emerging Markets: Evidence from Rainfall Insurance in India
Vol. 48, Special Issue, S150–62
Sarthak Gaurav, Shawn Cole, and Jeremy Tobacman

206. Measuring Contagion in the Diffusion of Consumer Packaged Goods
Vol. 48, No. 1, February 2011, 28–47
Rex Yuxing Du and Wagner A. Kamakura

207. Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome Simulation
Vol. 48, No. 5, October 2011, 827–39
Min Zhao, Steve Hoeffler, and Gal Zauberman

208. Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach
Vol. 48, No. 1, February 2011, 128–39
Lan Luo

209. Securities Trading of Concepts (STOC)
Vol. 48, No. 3, June 2011, 497–517
Ely Dahan, Adlar J. Kim, Andrew W. Lo, Tomaso Poggio, and Nicholas Chan

POLITICAL MARKETING

210. The Impact of Candidate Appearance and Advertising Strategies on Election Results
Vol. 48, No. 5, October 2011, 895–909
JoAndrea Hoegg and Michael Lewis

PREFERENCE MEASUREMENT

211. Adaptive Self-Explication of Multiattribute Preferences
Vol. 48, No. 1, February 2011, 140–56
Oded Netzer and V. Srinivasan

PRICING

212. Conscious and Nonconscious Comparisons with Price Anchors: Effects on Willingness to Pay for Related and Unrelated Products
Vol. 48, No. 2, April 2011, 355–65
Rashmi Adaval and Robert S. Wyer Jr.

213. The Effects of Consumers' Price Expectations on Sellers' Dynamic Pricing Strategies
Vol. 48, No. 1, February 2011, 48–61
Hong Yuan and Song Han

214. How Should Consumers' Willingness to Pay Be Measured? An Empirical Comparison of State-of-the-Art Approaches
Vol. 48, No. 1, February 2011, 172–84
Klaus M. Miller, Reto Hofstetter, Harley Krohmer, and Z. John Zhang

215. The Influence of Price Discount Versus Bonus Pack on the Preference for Virtue and Vice Foods
Vol. 48, No. 1, February 2011, 196–206
Arul Mishra and Himanshu Mishra

216. More or Less: A Model and Empirical Evidence on Preferences for Under- and Overpayment in Trade-In Transactions
Vol. 48, No. 1, February 2011, 157–71
Jungkeun Kim, Raghunath Singh Rao, Kyeongheui Kim, and Akshay R. Rao

217. Price Competition and Endogenous Valuation in Search Advertising
Vol. 48, No. 3, June 2011, 566–86
Lizhen Xu, Jianqing Chen, and Andrew Whinston

218. Price Presentation Effects in Purchases Involving Trade-Ins
Vol. 48, No. 5, October 2011, 910–19
Joydeep Srivastava and Dipankar Chakravarti

219. Relaxation Increases Monetary Valuations
Vol. 48, No. 5, October 2011, 814–26
Michel Tuan Pham, Iris W. Hung, and Gerald J. Gorn

220. Tariff Choice with Consumer Learning and Switching Costs
Vol. 48, No. 4, August 2011, 633–52
Ronald L. Goettler and Karen Clay

PRODUCT CHOICE

221. The Social Utility of Feature Creep
Vol. 48, No. 3, June 2011, 555–65
Debora V. Thompson and Michael I. Norton

PROMOTION

222. Axe the Tax: Taxes Are Disliked More than Equivalent Costs
Vol. 48, Special Issue, S91–S101
Abigail B. Sussman and Christopher Y. Olivola

223. Conscious and Nonconscious Comparisons with Price Anchors: Effects on Willingness to Pay for Related and Unrelated Products
Vol. 48, No. 2, April 2011, 355–65
Rashmi Adaval and Robert S. Wyer Jr.

224. Cross-Selling the Right Product to the Right Customer at the Right Time
Vol. 48, No. 4, August 2011, 683–700
Shibo Li, Baohong Sun, and Alan L. Montgomery

225. The Fewer the Better: Number of Goals and Savings Behavior
Vol. 48, No. 6, December 2011, 944–57
Dilip Soman and Min Zhao

226. How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities
Vol. 48, No. 3, June 2011, 457–71
Raj Sethuraman, Gerard J. Tellis, and Richard A. Briesch

227. The Influence of Price Discount Versus Bonus Pack on the Preference for Virtue and Vice Foods
Vol. 48, No. 1, February 2011, 196–206
Arul Mishra and Himanshu Mishra

228. Looks Interesting, but What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning
Vol. 48, No. 6, December 2011, 1008–1019
Theodore J. Noseworthy and Remi Trudel

229. Motivational Consequences of Perceived Velocity in Consumer Goal Pursuit
Vol. 48, No. 6, December 2011, 1045–56
Szu-Chi Huang and Ying Zhang

230. Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait
Vol. 48, No. 3, June 2011, 532–43
Jin Seok Pyone and Alice M. Isen

231. Price Presentation Effects in Purchases Involving Trade-Ins
Vol. 48, No. 5, October 2011, 910–19
Joydeep Srivastava and Dipankar Chakravarti

232. Scope Insensitivity and the "Mere Token" Effect
Vol. 48, No. 2, April 2011, 282–95
Oleg Urminsky and Ran Kivetz

233. Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion
Vol. 48, No. 3, June 2011, 617–31
Rebecca Walker Naylor, Cait Poynor Lamberton, and David A. Norton

234. Using Loan Plus Lender Literacy Information to Combat One-Sided Marketing of Debt Consolidation Loans
Vol. 48, Special Issue, S51–S59
Lisa E. Bolton, Paul N. Bloom, and Joel B. Cohen

235. Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation Versus Discount Promotions
Vol. 48, No. 5, October 2011, 855–68
Karen Page Winterich and Michael J. Barone

REGRESSION

236. Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending
Vol. 48, Special Issue, S78–S90
Keith Wilcox, Lauren G. Block, and Eric M. Eisenstein

RESEARCH DESIGN

237. Adaptive Self-Explication of Multiattribute Preferences
Vol. 48, No. 1, February 2011, 140–56
Oded Netzer and V. Srinivasan

238. The Anchor Contraction Effect in International Marketing Research
Vol. 48, No. 2, April 2011, 366–80
Bart de Langhe, Stefano Puntoni, Daniel Fernandes, and Stijn M.J. van Osselaer

239. Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience
Vol. 48, No. 5, October 2011, 799–813
Tirtha Dhar and Kathy Baylis

240. The Psychology of Decisions to Abandon Waits for Service
Vol. 48, No. 6, December 2011, 970–84
Narayan Janakiraman, Robert J. Meyer, and Stephen J. Hoch

241. The Role of Reciprocity in Clarifying the Performance Payoff of Relational Behavior
Vol. 48, No. 5, October 2011, 920–28
Jessica J. Hoppner and David A. Griffith

242. Unstructured Direct Elicitation of Decision Rules
Vol. 48, No. 1, February 2011, 116–27
Min Ding, John R. Hauser, Songting Dong, Daria Dzyabura, Zhilin Yang, Chenting Su, and Steven P. Gaskin

RETAILING

243. Aesthetic Incongruity Resolution
Vol. 48, No. 2, April 2011, 393–402
Vanessa M. Patrick and Henrik Hagtvedt

244. Conscious and Nonconscious Comparisons with Price Anchors: Effects on Willingness to Pay for Related and Unrelated Products
Vol. 48, No. 2, April 2011, 355–65
Rashmi Adaval and Robert S. Wyer Jr.

245. The Effects of Consumers' Price Expectations on Sellers' Dynamic Pricing Strategies
Vol. 48, No. 1, February 2011, 48–61
Hong Yuan and Song Han

246. The Influence of Friends on Consumer Spending: The Role of Agency–Communion Orientation and Self-Monitoring
Vol. 48, No. 4, August 2011, 741–54
Didem Kurt, J. Jeffrey Inman, and Jennifer J. Argo

247. Motivational Consequences of Perceived Velocity in Consumer Goal Pursuit
Vol. 48, No. 6, December 2011, 1045–56
Szu-Chi Huang and Ying Zhang

248. Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning
Vol. 48, No. 2, April 2011, 238–54
Yubo Chen, Qi Wang, and Jinhong Xie

249. Preference Minorities and the Internet
Vol. 48, No. 4, August 2011, 670–82
Jeonghye Choi and David R. Bell

250. Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework
Vol. 48, No. 3, June 2011, 603–616
Stephen K. Kim, Richard G. McFarland, Soongi Kwon, Sanggi Son, and David A. Griffith

SALES FORCE MANAGEMENT

251. The Incentive and Selection Roles of Sales Force Compensation Contracts
Vol. 48, No. 4, August 2011, 781–98
Desmond (Ho-Fu) Lo, Mrinal Ghosh, and Francine Lafontaine

252. Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework
Vol. 48, No. 3, June 2011, 603–616
Stephen K. Kim, Richard G. McFarland, Soongi Kwon, Sanggi Son, and David A. Griffith

SEGMENTATION RESEARCH

253. Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage
Vol. 48, No. 2, April 2011, 228–37
Scott I. Rick, Deborah A. Small, and Eli J. Finkel

254. How Asking "Who Am I?" Affects What Consumers Buy: The Influence of Self-Discovery on Consumption
Vol. 48, No. 2, April 2011, 296–307
Eugenia C. Wu, Keisha M. Cutright, and Gavan J. Fitzsimons

SELF-EXPRESSION

255. Multiple Routes to Self- Versus Other-Expression in Consumer Choice
Vol. 48, No. 4, August 2011, 755–66
Michal Maimaran and Itamar Simonson

STATISTICAL METHODS

256. Estimating the Value of Brand-Image Associations: The Role of General and Specific Brand Image
Vol. 48, No. 3, June 2011, 518–31
Garrett Sonnier and Andrew Ainslie

257. Mapping Online Consumer Search
Vol. 48, No. 1, February 2011, 13–27
Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg

258. Modeling Multiple Relationships in Social Networks
Vol. 48, No. 4, August 2011, 713–28
Asim Ansari, Oded Koenigsberg, and Florian Stahl

259. Once Burned, Twice Shy: How Naive Learning, Counterfactuals, and Regret Affect the Repurchase of Stocks Previously Sold
Vol. 48, Special Issue, S102–S120
Michal Ann Strahilevitz, Terrance Odean, and Brad M. Barber

260. The Value of Social Dynamics in Online Product Ratings Forums
Vol. 48, No. 3, June 2011, 444–56
Wendy W. Moe and Michael Trusov

STRATEGY AND PLANNING

261. The Effects of Consumers' Price Expectations on Sellers' Dynamic Pricing Strategies
Vol. 48, No. 1, February 2011, 48–61
Hong Yuan and Song Han

SURVEY DESIGN

262. Answering the Unasked Question: Response Substitution in Consumer Surveys
Vol. 48, No. 1, February 2011, 185–95
David Gal and Derek D. Rucker

263. Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending
Vol. 48, Special Issue, S78–S90
Keith Wilcox, Lauren G. Block, and Eric M. Eisenstein

264. Securities Trading of Concepts (STOC)
Vol. 48, No. 3, June 2011, 497–517
Ely Dahan, Adlar J. Kim, Andrew W. Lo, Tomaso Poggio, and Nicholas Chan

Author Index

	Item Number
Adaval, Rashmi	212, 223, 244
Agarwal, Ashish	10, 32, 65
Ainslie, Andrew	22, 28, 256
Albuquerque, Paulo	25, 194, 257
Amar, Moty	97, 138
Andrade, Eduardo B.	50, 115, 160
Ansari, Asim	11, 155, 258
Argo, Jennifer J.	59, 120, 246
Ariely, Dan	40, 97, 106, 138
Ayal, Shahar	97, 138
Bailenson, Jeremy N.	9, 58, 119
Barber, Brad M.	75, 128, 259
Barone, Michael J.	27, 93, 235
Baylis, Kathy	5, 147, 239
Bell, David R.	34, 189, 249
Berger, Jonah	14, 94, 141
Bijmolt, Tammo H.A.	118, 149, 203
Block, Lauren G.	63, 236, 263
Bloom, Paul N.	92, 172, 234
Bolton, Lisa E.	92, 172, 234
Bradlow, Eric T.	162, 182, 200
Briesch, Richard A.	8, 185, 226
Bronnenberg, Bart J.	25, 194, 257
Bucklin, Randolph E.	6, 148

	Item Number
Carstensen, Laura L.	9, 58, 119
Chakravarti, Dipankar	78, 218, 231
Chan, Nicholas	84, 209, 264
Cheema, Amar	46, 53, 111, 117, 165
Chen, Jianqing	12, 158, 217
Chen, Yubo	76, 188, 248
Choi, Jeonghye	34, 189, 249
Choi, Jinhee	20, 42, 108
Clay, Karen	90, 157, 220
Cohen, Joel B.	92, 172, 234
Cole, Shawn	67, 122, 205
Cryder, Cynthia E.	97, 138
Cutright, Keisha M.	24, 56, 254
Dahan, Ely	84, 209, 264
Dahl, Darren W.	23, 52, 62, 202
De Langhe, Bart	19, 196, 238
Dhar, Tirtha	5, 147, 239
Dholakia, Utpal M.	91, 134
Ding, Min	135, 191, 242
Dong, Songting	135, 191, 242
Draganska, Michaela	2, 142, 183
Drèze, Xavier	80, 101, 177
Du, Rex Yuxing	139, 152, 206
Dubois, David	17, 54, 166
Dzyabura, Daria	135, 191, 242
Eisenstein, Eric M.	63, 236, 263
Fang, Eric (Er)	146, 161, 201
Fernandes, Daniel	19, 196, 238
Finkel, Eli J.	49, 114, 253
Fishbach, Ayelet	20, 42, 108
Fitzsimons, Gavan J.	24, 56, 254
Fox, Jesse	9, 58, 119
Gal, David	16, 39, 262
Galak, Jeff	69, 124
Gaskin, Steven P.	135, 191, 242
Gaurav, Sarthak	67, 122, 205
Ghosh, Mrinal	29, 31, 251
Goettler, Ronald L.	90, 157, 220
Goldfarb, Avi	1, 37, 181
Goldstein, Daniel G.	9, 58, 119
Gorn, Gerald J.	82, 131, 219
Grewal, Rajdeep	146, 161, 201
Griffith, David A.	30, 35, 36, 241, 250, 252
Hagtvedt, Henrik	15, 38, 243
Haisley, Emily	61, 99, 121
Han, Song	213, 245, 261
Harris, Adam J.L.	18, 70, 153
Häubl, Gerald	86, 133, 180
Hauser, John R.	135, 191, 242
Helsen, Kristiaan	21, 44, 143
Hershfield, Hal E.	9, 58, 119
Herzenstein, Michal	91, 134
Hoch, Stephen J.	79, 105, 240
Hoeffler, Steve	68, 123, 207
Hoegg, JoAndrea	57, 167, 210
Hofstetter, Reto	193, 197, 214
Hoppner, Jessica J.	30, 35, 241
Hosanagar, Kartik	10, 32, 65
Huang, Szu-Chi	73, 229, 247
Hung, Iris W.	82, 87, 131, 170, 219
Inman, J. Jeffrey	59, 120, 246
Isen, Alice M.	77, 129, 230
Janakiraman, Narayan	79, 105, 240
Janiszewski, Chris	13, 26, 89
Jing, Xiaoqing	102
Kadiyali, Vrinda	33, 154, 187
Kalra, Ajay	95, 136, 173
Kamakura, Wagner A.	139, 152, 206
Katona, Zsolt	140, 168, 175
Khan, Uzma	95, 136, 173
Kim, Adlar J.	84, 209, 264
Kim, Jun B.	25, 194, 257
Kim, Jungkeun	72, 126, 216
Kim, Kyeongheui	72, 126, 216
Kim, Stephen K.	36, 250, 252
King, Dan	13, 26, 89
Kivetz, Ran	43, 83, 109, 132, 163, 232
Klapper, Daniel	2, 142, 183
Koenigsberg, Oded	11, 155, 258
Krohmer, Harley	193, 197, 214
Kurt, Didem	59, 120, 246
Kwon, Soongi	36, 250, 252
Lafontaine, Francine	29, 31, 251
Lamberton, Cait Poynor	85, 169, 233
Lee, Chan Jean	50, 115, 160
Lee, Thomas Y.	162, 182, 200
Lemon, Katherine N.	18, 70, 153
Lewis, Michael V.	57, 102, 167, 210
Li, Shibo	98, 100, 103, 104, 144, 150, 178, 224
Liersch, Michael J.	71, 125, 179
Lo, Andrew W.	84, 209, 264
Lo, Desmond (Ho-Fu)	29, 31, 251
Loewenstein, George	61, 99, 121
Luce, Mary Frances	40, 106
Luo, Lan	156, 190, 208
Lynch, John G., Jr.	159
MacDonnell, Rhiannon	62
Maimaran, Michal	74, 127, 255
Mantrala, Murali K.	3, 145, 184
Matthews, William J.	18, 70, 153
McFarland, Richard G.	36, 250, 252
McKenzie, Craig R.M.	71, 125, 179
Meyer, Robert J.	79, 105, 240
Miller, Klaus M.	193, 197, 214
Mishra, Arul	60, 215, 227
Mishra, Himanshu	60, 215, 227
Moe, Wendy W.	176, 198, 260
Montgomery, Alan L.	98, 103, 144, 178, 224
Mukherjee, Anirban	33, 154, 187
Murray, Kyle B.	96, 137, 174
Naik, Prasad A.	3, 145, 184
Navarro-Martinez, Daniel	18, 70, 153
Naylor, Rebecca Walker	85, 169, 233
Netzer, Oded	43, 109, 163, 192, 211, 237
Norton, David A.	85, 169, 233
Norton, Michael I.	88, 171, 221
Noseworthy, Theodore J.	66, 204, 228
Nunes, Joseph C.	80, 101, 177
Odean, Terrance	75, 128, 259
Olivola, Christopher Y.	41, 107, 222

	Item Number
Palmatier, Robert W.	146, 161, 201
Parker, Jeffrey R.	81, 130, 195
Patrick, Vanessa M.	15, 38, 243
Pham, Michel Tuan	82, 131, 219
Poggio, Tomaso	84, 209, 264
Puntoni, Stefano	7, 19, 55, 196, 238
Pyone, Jin Seok	77, 129, 230
Rao, Akshay R.	72, 126, 216
Rao, Raghunath Singh	72, 126, 216
Rick, Scott I.	49, 97, 114, 138, 253
Rooderkerk, Robert P.	118, 149, 203
Rucker, Derek D.	16, 17, 39, 54, 166, 262
Rutz, Oliver J.	6, 148
Salisbury, Linda Court	18, 70, 153
Sarvary, Miklos	140, 168, 175
Schmitt, Julien	48, 113, 199
Schrift, Rom Y.	43, 81, 109, 130, 163, 195
Schwartz, Eric M.	14, 94, 141
Schwartz, Janet	40, 106
Sellier, Anne-Laure	23, 52, 202
Sethuraman, Raj	8, 185, 226
Sharpe, William F.	9, 58, 119
Simonsohn, Uri	64, 151, 186
Simonson, Itamar	74, 127, 255
Small, Deborah A.	49, 69, 114, 124, 253
Smith, Michael D.	10, 32, 65
Soman, Dilip	46, 51, 111, 116, 225
Son, Sanggi	36, 250, 252
Sonenshein, Scott	91, 134
Song, Sangyoung	45, 110, 164
Sonnier, Garrett	22, 28, 256
Sridhar, Shrihari	3, 145, 184
Srinivasan, V.	192, 211, 237
Srivastava, Joydeep	78, 218, 231
Stahl, Florian	11, 155, 258
Stephen, Andrew T.	69, 124
Stewart, Neil	18, 70, 153
Strahilevitz, Michal Ann	75, 128, 259
Su, Chenting	135, 191, 242
Sun, Baohong	98, 100, 103, 104, 144, 150, 178, 224
Sussman, Abigail B.	41, 107, 222
Sweldens, Steven	7, 55
Tavassoli, Nader T.	7, 55
Tellis, Gerard J.	8, 185, 226
Thompson, Debora V.	88, 171, 221
Thorson, Esther	3, 145, 184
Tobacman, Jeremy	67, 122, 205
Tormala, Zakary L.	17, 54, 166
Trudel, Remi	66, 96, 137, 174, 204, 228
Trusov, Michael	176, 198, 260
Tucker, Catherine	1, 37, 181
Ülkümen, Gülden	53, 117, 165
Urminsky, Oleg	83, 132, 232
Usta, Murat	86, 133, 180
Van den Bergh, Bram	48, 113, 199
Van Heerde, Harald J.	118, 149, 203
Van Osselaer, Stijn M.J.	19, 196, 238
Wang, Qi	76, 188, 248
Warlop, Luk	48, 113, 199
Whinston, Andrew	12, 158, 217
White, Katherine	62
Wilcox, Keith	45, 63, 110, 164, 236, 263
Winterich, Karen Page	27, 93, 235
Wu, Eugenia C.	24, 56, 254
Wyer, Robert S., Jr.	87, 170, 212, 223, 244
Xie, Jinhong	4, 47, 76, 112, 188, 248
Xu, Lizhen	12, 158, 217
Yang, Zhilin	135, 191, 242
Yeykelis, Leo	9, 58, 119
Yuan, Hong	213, 245, 261
Zauberman, Gal	68, 123, 207
Zhang, Ying	73, 229, 247
Zhang, Z. John	193, 197, 214
Zhao, Min	4, 47, 51, 68, 112, 116, 123, 207, 225
Zhao, Yi	21, 44, 143
Zhao, Ying	21, 44, 143
Zhu, Meng	95, 136, 173
Zubcsek, Peter Pal	140, 168, 175